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Philip Morris USA

1994 Performance Summary

	UNITS 1994	1993	% CHANGE	SHARE 1994	1993	DIFF.	Ship Share Diff
				46.2	43.8	+2.4	
PM-USA	219.4	194.7	+12.7%	~~44.8~~	~~42.2~~	~~+2.6~~	+2.6
				~~28.9~~	32.3	-3.4	
RJR	130.4	141.0	-7.5%	~~26.6~~	30.6	~~-4.0~~	-4.0
				10.3	10.3	0.0	
B&W	55.4	50.5	+9.6%	~~11.3~~	11.0	~~+0.3~~	+0.3
				~~6.8~~	~~5.8~~	+0.7	
Lorillard	36.6	32.7	+12.1%	~~7.5~~	~~7.1~~	~~+0.4~~	+0.4
				~~6.2~~	~~5.7~~	+0.5	
American	36.3	31.1	+16.7%	7.4	~~6.7~~	~~+0.7~~	+0.7
				1.9	2.0	-0.1	
Liggett	11.3	11.2	+1.5%	~~2.3~~	~~2.4~~	~~-0.1~~	-0.1
TOTAL	489.6	461.3	+6.1%				

Source : Nielsen

Source: https://www.industrydocuments.ucsf.edu/docs/pfvk0004